SERGO MEDIN

PROFILE

I lead a team of 7 analysts at Avito, focusing on sales analytics for the real estate vertical. I'm currently driving the implementation of a strategy I developed for the team, with a strong focus on measurable business impact — from streamlining reporting processes and introducing modern BI approaches to fostering a data-driven culture. I actively share my expertise both internally and externally. I publish articles on major industry platforms, speak at professional meetups, and run internal training sessions. Previously, I worked on monetization, user acquisition, and retention analytics at Yandex, as well as on mobile product development.

EXPERIENCE

Avito Real Estate   📍 Remote

TEAM LEAD, SALES ANALYTICS   Nov 2023 — Present

- Built and now lead a team of 7 analysts (6 data + 1 BI) responsible for sales analytics across all real estate categories on Avito.
- Initiated and established a standalone BI function within the team by justifying additional headcount.
- Acting as a de facto division lead: manage the full scope of sales analytics across multiple business areas — new buildings, residential and commercial real estate, and travel services.
- Developed and implemented a one-year analytics strategy used for quarterly planning and goal-setting; regularly facilitate team focus and support analytical culture.
- Reduced the share of ad-hoc tasks among analysts by 20% through reporting systematization and automation; saved over 10% of managers' time by automating manual KPI tracking.
- Delivered business impact: improved sales team performance by 15–25% through user behavior analytics, and increased paid conversion by 12% with RFM-based targeting.
- Independently proposed and implemented an internal HR tool to streamline analyst hiring; shared results publicly, including in this article: https://tinyurl.com/avito-rfm.

Yandex   📍 Remote

DATA ANALYST → TEAM LEAD   Sep 2016 — Oct 2023

- Led analytics in courier operations at Yandex Eats, reducing hiring costs by 50% and improving order efficiency, saving over $20,000 per month.
- Improved courier app experience, solving issues for approximately 10% of users. Launched experiments (A/B, switchback) to validate changes.
- Created dashboards and forecasting tools used by dozens of managers and analysts to drive growth.
- Optimized data infrastructure, cutting query times by 10x and speeding up decision-making.
- Grew and mentored the analyst team — hiring, onboarding, and coaching junior analysts.
- At Yandex Market, boosted SEO traffic by 20% and built a revenue-attractiveness model used in production.

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🌐 medin.es

📍 Valencia, Spain

in in/sergo-medin

SKILLS

PROGRAMMING:
SQL, Python, Bash,
BI systems & dashboards

QUANTITATIVE ANALYSIS:
Statistical modeling,
Probability theory,
Experimental design,
Hypothesis testing

ANALYTICS & COMMUNICATION:
Strategic data analysis,
Critical thinking, Clear reporting,
Insight storytelling,
External communications
(articles, talks)

LEADERSHIP:
Team management,
Cross-functional alignment,
Goal-focused execution

LANGUAGES

Russian	Native
English	B2
Spanish	A1

DIPLOMAS

Master of Physics. Moscow State
Technical University (2012)

Previous experience

- SkillFactory (2020—2021): taught ~100 students in the Data Science program; organized hackathons and analytics meetups.
- BIOCAD (2013—2016): led data management and automation projects; awarded Best Employee twice.
- VTB (2012—2013): built business plans using statistical models and large-scale financial data.
- Bank Vozrozhdenie (2010—2012): automated data workflows, saving 12 man-hours per week on procurement analysis.

EDUCATION

BSc & MSc in Fundamental Science: Technical Physics

Moscow Bauman State Technical University

2006 - 2012

Theme of diploma: Modeling of thermal and optical effects in DNA amplifier.

Addition education

I love studying, so I took a lot of courses, so as not to take up space, I put the list of courses on a special page https://sergey.medintsev.com/extra/courses